extracting the control information from the contents data;

deciding how to execute the predetermined filtering of the contents data based on the extracted control information;

filtering a predetermined portion of the contents data according to the decision; and

reproducing or distributing of the filtered contents data.

26.   (New) A method for controlling filtering contents data according to claim 25, wherein the predetermined filtered portion is a portion where the control information has been extracted from.

27.   (New) A method for controlled filtering of contents data according to claim 25, wherein:

the control information includes one or more items of level information for determining whether the predetermined filtering is to be applied to a specific portion of the contents data; and

the step for filtering comprises determining whether the predetermined filtering is applied to a specific portion of the contents, based on one ore more items of the level information included in the control information.

28.   (New) A method for controlled filtering of contents data according to claim 27, wherein:

the level information comprises information about a level of the contents user; and

the determining step comprises comparing the level of the contents user specified by the level information included in the control information with a level of the contents user that the

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contents user has registered; and determining whether the predetermined filtering is applied to a specific portion of the contents.

29. (New) A method for controlled filtering of contents data according to claim 27, wherein:

the level information is the information about the level of a contents distributor; and

the determining step comprises comparing the level of the contents distributor specified by the level information included in the control information with a level of a contents distributor that is distributing the contents; and determining whether the predetermined filtering is applied to a specific portion of the contents.

30. (New) A method for controlled filtering of contents data according to claim 27, wherein:

the level information is the information about a predetermined period of use of the contents; and

the determining step comprises comparing the period specified by the level information with the current date and time; and determining whether the predetermined filtering is applied to a specific portion of the contents.

31. (New) A method for controlled filtering of contents data according to claim 27 wherein:

the level information is the information about the maximum number of times the contents are replayed; and

the determining step comprises comparing the maximum number of times the contents are replayed as specified by the level information included in the control information and the number of times the contents user has replayed the contents from the electronic data in question; and determining whether the predetermined filtering is applied to a specific portion of the contents.

32.   (New) A method for controlled filtering of contents data according to claim 27, wherein:

the level information is region information; and

the determining step comprises comparing the region specified by the level information included in the control information and the region where the contents user resides; and determining whether the predetermined filtering is applied to a specific portion of the contents.

33.   (New) An apparatus for controlled filtering of contents data,

wherein control information specifying predetermined filtering has been embedded in the contents data as a digital watermark;

said apparatus comprising:

an extracting unit that extracts control information from the contents data;

a deciding unit that decides how to execute the predetermined filtering of the contents data based on the extracted control information; and

a filtering unit that filters a predetermined portion of the contents data according to the decision.

34.   (New) The apparatus for controlled filtering of contents data according to claim 33, further comprising a reproducing unit that reproduces the filtered contents data.

35.   (New) The apparatus for controlled filtering of contents data according to claim 33, wherein:

the control information includes one ore more items of level information for determining whether the predetermined filtering is to be applied to a specific portion of the contents data; and

the filtering unit compares at least one level specified by the one or more items of level information included in the control information with at least one level specified by the information set on the apparatus, and

the filtering unit determines whether predetermined filtering is applied to a specific portion of the contents data.

36.   (New) The apparatus for controlled filtering of contents data according to claim 35, wherein the at least one level specified by the one or more items of information included in the control information comprises one or more items from the group consisting essentially of: contents user level, contents distribution level, period of contents use, maximum number of contents replays, and region.

37.   (New) The apparatus for controlled filtering of contents data according to claim 33, wherein:

the apparatus is coupled to a network; and

the apparatus further comprises a distribution unit to distribute the filtered contents data to the contents user's terminal via the network.

38.   (New) A program product for controlled filtering of contents data in reproducing or distributing, wherein control information specifying predetermined filtering has been embedded in the contents data as a digital watermark, said product comprising:

a computer readable medium; and

code embodied in the medium, execution of the code causing implementation of the steps comprising:

extracting the control information from the contents data;

deciding how to execute the predetermined filtering of the contents data based on the extracted control information;

filtering a predetermined portion of the contents data according to the decision; and

reproducing or distributing of the filtered contents data.

39.   (New) The program product of claim 38, wherein the computer readable medium is a computer readable medium for storing the codes.

40.   (New) A program product of claim 38, wherein the computer readable medium is a computer readable medium for transmitting the codes.

41.   (New) A contents rendering control method for tailoring of electronic data by which contents to be reproduced or distributed are represented,

the electronic data having been prepared with control information embedded as digital watermarks, the control information specifying application of predetermined filtering to predetermined parts of the electronic data and level information including a maximum number of times the contents may be replayed,

the contents rendering control method comprising:

before reproducing or distributing contents from the electronic data detecting the control information from the electronic data;

comparing the maximum number of times the contents may be replayed as specified in the level information included in the detected control information and number of times a contents user has replayed the contents from the electronic data, to determining whether to apply filtering; and

if the comparing step results in a determination to apply filtering, applying the predetermined filtering specified by the control information to specific parts of the contents.

42.   (New) A method for controlled filtering of at least one of a plurality of blocks of contents data in reproducing or distributing,

wherein control information regarding filtering has been embedded as a digital watermark, in one or more of the blocks of contents data;

said method comprising the steps of:

examining each of the blocks of contents data for a digital watermark;

extracting control information from an examined block having an embedded digital watermark;

processing the extracted control information to determine whether to apply filtering and identify at least one block of contents data to which filtering is to be applied;

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